



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/16 thru 12/22.

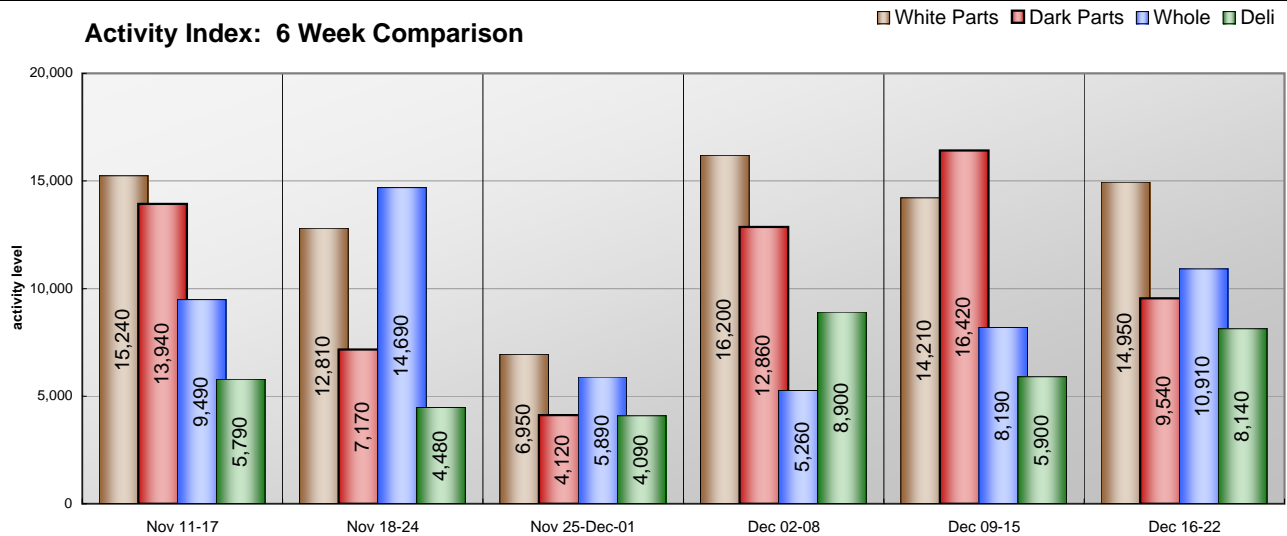
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 16, 2005

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	92.8% of 16,700 outlets		88.2% of 16,700 outlets	
Special Rate 2/	20.6%		16.0%	
Activity Index 3/	43,740		46,050	
	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRD:				
bagged fryer	2,750	0.95	3,980	0.83
cut-up fryer	390	1.56	1,490	1.11
bagged roaster	7,110	1.16	2,570	0.96
cornish hen	660	1.96	150	1.76
DELICATESSEN:				
Whole Rotisserie:				
< 2 lbs.	5,270	5.75	3,250	5.14
2.1-3.0 lbs.	30	6.49	460	6.78
Fried Chicken 8-Pc	2,840	5.96	2,190	5.74
PARTS:				
Bnls/Sknls Breast				
regular pack	4,190	3.15	3,460	3.28
value pack	3,730	2.14	2,740	2.07
thin sliced	1,340	4.43	1,610	4.08
Breast Tenders				
regular pack	1,480	3.44	1,730	3.36
value pack	1,180	2.34	280	2.54
Split, bn-in Breast				
regular pack	1,190	1.69	1,800	1.66
value pack	980	0.97	1,600	1.41
Whole Wings				
	860	1.78	990	1.53
Leg Quarters				
	1,340	0.72	1,910	0.90
Legs				
	380	1.35	210	1.80
Thighs				
regular pack	1,330	1.22	3,200	1.04
value pack	2,370	1.03	3,110	0.97
Drumsticks				
regular pack	1,110	1.30	3,240	1.05
value pack	2,360	1.05	3,140	0.98
Bnls/Sknls Thighs				
regular pack	630	2.50	1,290	2.18
value pack	20	1.99	320	1.64
Combo Packs (9 pc)				
drum-thigh-breast	30	1.02	700	1.29
drum-thigh-wing	170	1.57	630	1.55

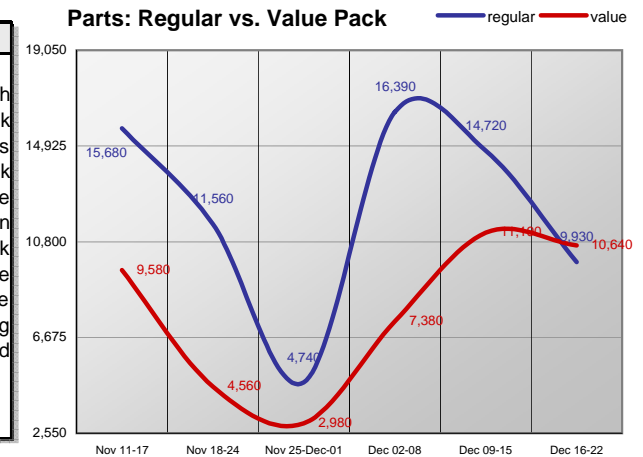
Activity Index: 6 Week Comparison



Chicken Featuring - 12/16 thru 12/22

Overall feature activity for chicken is about steady this week but with more stores conducting promotions and specials. As the holiday week approaches, seasonal items are being featured actively, led by roasters at higher prices than last week but slightly lower than for the week leading up to Thanksgiving. Fresh Cornish hen features are more common but are competing for consumer attention with their frozen counterparts. Deli items are being featured prominently as retailers seek to provide quick meal solutions to consumers on hectic last minute schedules. Breast cuts continue to be widely featured at very attractive prices and wing activity continues to be good at gradually increasing price levels. Dark part featuring center around value-packed drums and thighs at higher average advertised prices than last week.

Parts: Regular vs. Value Pack



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	94.0% of 3,800 sampled outlets 26.2% of stores w/ no-price promotions Activity Index = 15,350				98.1% of 5,000 sampled outlets 26.2% of stores w/ no-price promotions Activity Index = 10,590				94.7% of 2,400 sampled outlets 13.4% of stores w/ no-price promotions Activity Index = 4,530			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.88 - 1.29		730	1.16	0.69 - 0.79		660	0.77	0.57 - 0.99		270	0.80
cut-up fryer	1.19 - 1.39		120	1.37					0.99		20	0.99
bagged roaster	0.87 - 1.39		1,570	1.14	0.87 - 1.29		2,660	1.06	0.89 - 1.69		790	1.11
cornish hen	1.69 - 2.29		240	1.99	1.69 - 1.79		230	1.79	1.29 - 1.69		20	1.62
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.	3.99 - 6.99	each	1,290	5.60	3.69 - 5.99	each	2,350	5.85	4.99 - 5.99	each	330	5.61
2.1-3.0 lbs.												
Fried Chicken 8-Pc	5.98 - 6.99	each	600	6.21	3.99 - 5.99	each	1,410	5.68	4.99 - 7.99	each	470	5.81
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.99 - 3.99	1.88 - 2.99	1,000	3.10	2.79 - 2.99	1.99 - 2.99	470	2.74	2.09 - 4.99	1.99 - 2.99	640	3.14
value pack	1.88 - 2.40	1.49 - 2.89	1,740	2.00	1.89 - 1.99	1.69 - 1.99	260	1.84	1.99	1.77 - 1.99	630	1.92
thin sliced	3.79 - 4.99	3.99 - 4.99	1,000	4.27					3.69		20	3.69
Breast Tenders												
regular pack	2.49	3.99	300	3.02	2.99		80	2.99	2.99		240	2.99
value pack	1.69 - 2.60	1.99	220	2.37	1.69 - 1.99	1.69	270	1.83	1.99 - 2.99	1.89 - 1.99	60	2.19
Split, bn-in Breast												
regular pack	1.45 - 1.99	1.49 - 2.29	890	1.73		1.48 - 1.49	160	1.48	1.89		20	1.89
value pack		0.97	270	0.97		0.97	90	0.97	0.88 - 1.00	0.98 - 0.99	590	0.97
Whole Wings	1.79 - 2.49	1.88 - 1.99	540	2.06	0.99 - 2.49		300	1.33				
Leg Quarters	0.59 - 0.79	0.39	610	0.65	0.59 - 0.79	0.49	320	0.63	0.69		150	0.69
Legs	0.99 - 1.49		350	1.37					0.98 - 1.19		30	1.13
Thighs												
regular pack	1.19 - 1.49	0.99 - 1.19	620	1.27	0.89 - 0.99		260	0.97		1.00	10	1.00
value pack	0.89 - 1.29	0.79 - 1.19	1,010	1.05	0.79 - 0.99	0.99	480	0.95	0.79 - 0.98	0.99	60	0.93
Drumsticks												
regular pack	1.39 - 1.49	0.99 - 1.39	620	1.33	0.89		40	0.89		1.00	10	1.00
value pack	0.89 - 1.29	0.99 - 1.29	980	1.08	0.79 - 1.19	0.99	480	0.99	0.79 - 0.98	0.99	60	0.93
Bnls/Sknls Thighs												
regular pack		2.49	490	2.49		2.49	70	2.49	2.62		70	2.62
value pack	1.99		20	1.99								
Combo Packs (9 pc)												
drum-thigh-breast									1.19	0.99	30	1.02
drum-thigh-wing	1.59		140	1.59					1.49		10	1.49

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	82.3% of 2,600 sampled outlets 14.8% of stores w/ no-price promotions Activity Index = 5,280				91.2% of 2,000 sampled outlets 15.8% of stores w/ no-price promotions Activity Index = 4,190				87.8% of 900 sampled outlets 13.1% of stores w/ no-price promotions Activity Index = 3,800			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.78 - 1.00		650	0.97	0.57		130	0.57	0.69 - 1.29		310	1.04
cut-up fryer									1.69		250	1.69
bagged roaster	0.89 - 1.49		730	1.20	1.39 - 1.49		980	1.41	0.99 - 1.49		380	1.44
cornish hen	1.99 - 2.50		150	2.23	1.99		20	1.99				
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.	4.69 - 5.99	each	300	5.03	4.99 - 6.99	each	580	6.38	4.99 - 5.99	each	420	5.45
2.1-3.0 lbs.		each	30	6.49								
Fried Chicken 8-Pc	4.99 - 5.99	each	40	5.87	6.99	each	320	6.99				
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.99	1.99 - 2.99	610	2.97	2.99 - 4.99	1.99 - 2.99	1,260	3.45	2.99 - 3.99	2.99	210	3.10
value pack	1.99 - 2.29	1.99 - 2.99	540	2.75		1.99	40	1.99	1.99	1.79 - 2.99	520	2.41
thin sliced					4.99		320	4.99				
Breast Tenders												
regular pack	2.99	2.99	480	2.99	2.99 - 4.99		360	4.79	2.99		20	2.99
value pack		1.79 - 2.99	410	2.95						1.79 - 1.89	220	1.83
Split, bn-in Breast												
regular pack									1.60		120	1.60
value pack	0.97 - 1.00		30	0.98								
Whole Wings									0.99		20	0.99
Leg Quarters	0.69		10	0.69					0.99		250	0.99
Legs												
Thighs												
regular pack	1.29		140	1.29					1.79	0.99	300	1.32
value pack	0.79 - 1.15		500	1.09	0.99		80	0.99	0.99		240	0.99
Drumsticks												
regular pack	1.29		140	1.29					1.79	0.99	300	1.32
value pack	0.79 - 1.15		500	1.09	0.99	0.49	100	0.89	0.99		240	0.99
Bnls/Sknls Thighs												
regular pack												
value pack												
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing	1.49		20	1.49								

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